

1 promulgating said query from said step of generating a query from said receiver
2 station to said data network through said data network connection; [and]
3 receiving operating system instructions in response to said step of promulgating
4 a query; and
5 [recording said step of promulgating said query in a data record] storing said
6 operating system instructions at said storage device.

7 3. (Amended) The method of claim 2 further comprising the steps of:
8 processing or outputting information on the basis of said operating system
9 instructions at said receiver station;
10 storing a data record evidencing said step of processing or outputting; and
11 transferring said data record from said step of [recording said step of
12 promulgating said query] processing or outputting from said receiver station storage
13 device to a data collection station on said data network through said data network
14 connection.

15 5. (Amended) A method for providing and tracking a receiver station's use
16 of [information] a function in a data network at a data collection station, said receiver
17 station having a data network connection, a processor, an input device, and a data
18 storage device, said data network having a plurality of data information sources, said
19 method comprising the steps of:
20 providing [information] operating system instructions or executable code to a
21 plurality of receiver stations from said plurality of data sources;

1 performing a function [on said information] based on said operating system
2 instructions or executable code at said receiver station;

3 recording an identification of said function performed at said step of performing
4 a function at said receiver station on said receiver station data storage device; and
5 transferring said record of identification of said function performed at said
6 receiver station to a data collection station on said data network through said receiver
7 station network connection.

8 8. (Amended) A method of delivering and gathering information on the
9 use of a control signal in a communication network, said network comprising a
10 transmitter station and receiver station, said transmitter station being capable of
11 receiving queries and communicating program materials and data, said receiver station
12 comprising an input device for inputting a command, an processor for receiving
13 programming instructions and communicating information, and a computer for storing
14 data and controlling presentations, said method comprising the steps of:
15 programming said computer to store a portfolio of data that designate a plurality
16 of personal interests of a subscriber;
17 querying said transmitter station for data of programming of interest;
18 receiving some portion of a presentation control signal or some mass medium
19 programming on the basis of a comparison with information stored in said computer;
20 presenting a unit of mass medium programming at a computer peripheral
21 location on the basis of said data or programming of interest received from said
22 transmitter station; and

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communicating from said receiver station a datum of said unit of mass medium programming or said portion of a presentation control signal.

3 Please add the following claims:

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9. A method of controlling a plurality of receiver stations each of which includes a television receiver, a signal detector, a processor, and with each said receiver station adapted to detect the presence of one or more control signals and programmed to process downloadable executable code, said method of controlling comprising the steps of:

(1) receiving at a transmitter station some downloadable executable code which is effective at a receiver station to store operating system instructions at a storage device associated with a processor, said downloadable executable code having at each of said plurality of receiver stations a target processor to process data;

(2) transferring said downloadable executable code from said transmitter station to a transmitter;

(3) receiving one or more control signals at said transmitter station, said one or more control signals operate to execute said downloadable executable code; and

(4) transferring said one or more control signals from said transmitter station to said transmitter, and transmitting an information transmission comprising the downloadable executable code and one or more control signals.

10. The method of claim 9, wherein said downloadable executable code or some identification data in respect of said downloadable executable code are embedded in a television signal.

1 11. The method of claim 9, wherein a television program is displayed at a
2 receiver station and said downloadable executable code programs said receiver station
3 processor or computer to output video, audio, or text in the context of said television
4 program or to process a viewer reaction to said television program or to select
5 information that supplements said television program content.

6 12. The method of claim 9, wherein said one or more control signals
7 incorporate some of said downloadable executable code.

8 13. A method of providing a function to a receiver station from a remote data
9 source, said method comprising the steps of:

10 storing data at said remote data source;
11 receiving at said remote data source a query for a function or a record evidencing
12 availability, use, or usage of a function from said receiver station;
13 transmitting an instruct signal which is effective at said receiver station to store
14 operating system instructions at a storage device associated with a processor from said
15 remote data source to said receiver station in response to said step of receiving said
16 query or said record, said receiver station storing said operating system instructions;
17 transmitting from a second remote source to said receiver station a signal which
18 controls said receiver station to process said operating system instructions and
19 performs said function.

20 14. A method of controlling a remote intermediate data transmitter station to
21 communicate data to one or more receiver stations, with said remote transmitter station
22 including a broadcast or cablecast transmitter for transmitting one or more signals

1 which are effective at a receiver station to instruct a computer or processor, a plurality
2 of selective transmission devices each operatively connected to said broadcast or
3 cablecast transmitter for communicating a unit of data, a data receiver, a control signal
4 detector, and a controller or computer capable of controlling one or more of said
5 selective transmission devices, and with said remote transmitter station adapted to
6 detect the presence of one or more control signals, to control the communication of
7 specific instruct signals in response to detected specific control signals, and to deliver at
8 its broadcast or cablecast transmitter one or more instruct signals, said method of
9 communicating comprising the steps of:

10 (1) receiving an instruct signal to be transmitted by the remote intermediate
11 data transmitter station and delivering said instruct signal to a transmitter, said instruct
12 signal being effective at a receiver station to store operating system instructions at a
13 storage device associated with a processor;

14 (2) receiving one or more control signals which at the remote intermediate
15 data transmitter station operate to control the communication of said instruct signal;
16 and

17 (3) transmitting said one or more control signals to said transmitter before a
18 specific time.

19 15. The method of claim 14, further comprising the step of embedding a
20 specific one of said one or more control signals in said instruct signal or in an
21 information transmission containing said instruct signal before transmitting said
22 instruct signal to said remote transmitter station.